



**30
years
better
than
ever**



Golden Tulip Aruba Caribbean Hotel

1002

BIBLIOTECA NACIONAL ARUBA



3 0993 00293 415 6

"Aruba will never be the same"



30 years better than ever

Editor: Donny Laclé

Printer: VAD

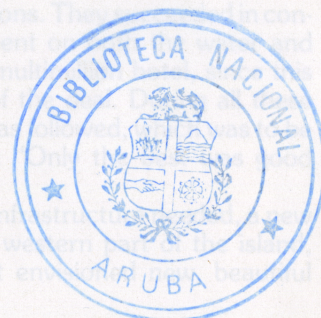
ARUBIANA / CARIBIANA

For reference.

NOT FOR FIA.

For reference.

NOT TO BE TAKEN
FROM THIS ROOM.



Golden Tulip Aruba Caribbean Hotel & Casino

Arubiana: 1002



30 years

better than ever

Dedicated to
the men and women
who 30 years ago successfully
introduced Aruba to the new
World of Tourism



Golden Tulip Aruba Caribbean Hotel & Casino

Aruba 1002

"Aruba will never be the same"

Morris de Woskin

It all started after World War II, during which the Lago Refinery on Aruba supplied 1/6 of all fuel used by the allied forces and technology began a never ending advancement, reducing a workforce of more than 9000, creating massive unemployment. A phenomenon the island of Aruba had never known. On the contrary, it were workers that had to be imported up to that moment. And a most important question became: "How to relocate these thousands of people?"

In the meantime the PPA political party had won the central government elections both in Curaçao and couple of months later also on Aruba. On this island an overwhelming victory was booked, a landslide, so that political

leader Juan Enrique Yrausquin could put an ambitious program to widen the economic basis of the island into practice. The oil industry was too narrow a basis to let our economy depend upon. Yrausquin had something else in mind, tourism for which the island of Aruba had all ingredients, lots of white sand beaches, pleasant temperature averaging 26 degrees celcius, and above all friendly and hospitable people. But, tourism demanded also good water and electricity, none of which Aruba possessed. In that case nothing else remained than to procure yourself for this infrastructure. With the foresight that characterized him during all his life, he started work, assisted by his deputy of finance and tourism 29-year old Oscar Henriquez who proved to be a most capable man, motivated with an enthusiasm that was unbelievable. His other assistant was Ernesto Petronia, in charge of public works and education.

Technology had worked out a system by which it was possible to produce both water and electricity through the same process and it was decided to build such a plant in Aruba. The cost? Just \$ 20 million to be financed by Holland. Do you have any idea what \$ 20 million meant for a country that was still recuperating from world war II and had the name of being extremely "cheap"?

The Dutch press protested heavily and called it a "bloody shame" spending a fortune in such a faraway country, unknown to almost all Dutchmen. But they underestimated the "guts" of both Juancho and Oscar, who was his companion on all these missions. They succeeded in convincing the Dutch government on both the water and electricity plant and also a multimillion hotel, since this formed an important part of the deal. During all these negotiations one guideline was followed, which was to be continued all over, namely: "Only the best was good enough"!

As an important part of the infrastructure needed, a new road was built to open the western part of the island, where the new government envisioned new, beautiful hotels.

Architect Morris Lapidus, because of his previous projects, such as Fontainebleau, Eden Roc, Sans Souci and Americana was hired together with his partner Leo Kornblath and put in charge of the Aruba project, a 125 room



Condado's M. de Woskin



Her Royal Highness Princess Beatrix inspects the maquette together with Deputy of Tourism Oscar Henriquez.



Geffey de Veer, Chairman N.V. Aruven - Oscar Henriquez, President N.V. Aruven and Deputy of Tourism - Philip Mallen, Director Veneruba - Morris de Woskin, President Executive House - Morris Lapidus, Architect - Juancho Iraisquin, Minister of Finance and Welfare Netherlands Antilles - Leo Kornblath, Architect - C. de Wit, Partner of Philip Mallen - Leo Berlinski, Director N.V. Aruven.

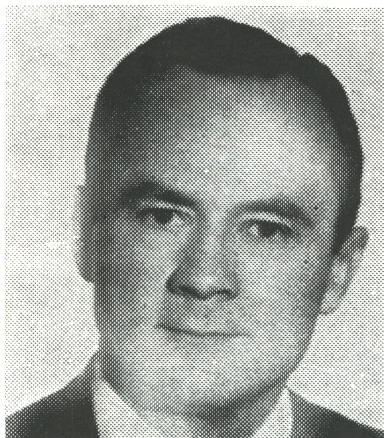
Architect Mr. Morris Lapidus with Deputies Messrs. Oscar Henriquez (tourism) and Ernesto O. Petrona (Public Works), Aruven President, Mr. Jeffy de Veer, Public Works' Director Mr. N. Schuit and Mr. J. Best, with drawings in hand looking in 1956 for an appropriate site at Palm Beach to erect the Hotel.



resort hotel, equipped with all facilities existing at the time and once more the guideline was: "Only the best was good enough"!

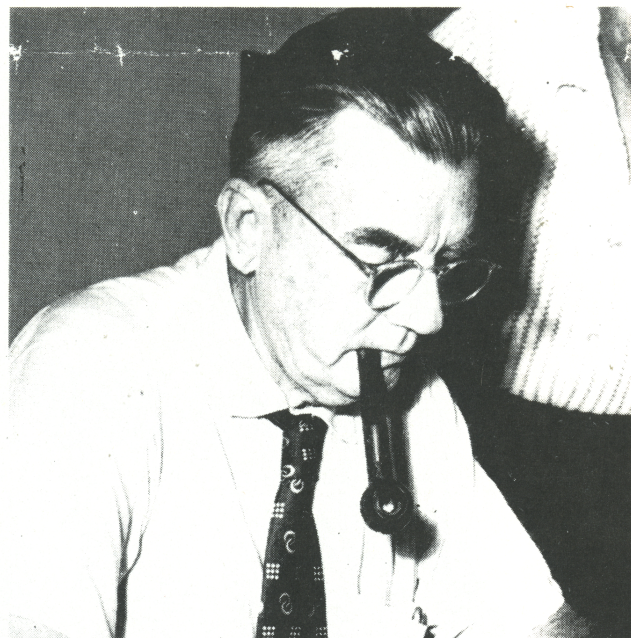
First thing to do was the selection of the site. Architect Lapidus, Nic Schuit from public works, Aruven-president Jeffy de Veer, deputy Ernesto Petronia and deputy of tourism Oscar Henriquez started checking the white sand inch by inch, scrutinizing, and by disqualifying one by one at last the piece in the very middle of the bay was selected. The fact that qua beach it was the best, with a gentle slope and without danger for children was decisive. Not that the rest of the beaches were of less quality, far from that, but the selection complied fully with the guideline!

Another point was that captain Johan Beaujon had rented this whole territory for his coconut plantation and had taken care of them during the past 15 or 20 years and beautiful coconuts were the result. It was the same captain Beaujon who years earlier as harbourmaster had been the advisor of captain Rodgers and L.G. Smith on selecting the site for the Lago refinery. Oscar was in charge of the negotiations and finally they agreed on 25.000 florins for the coconuts and another problem existed no more.



*Venaruba's
Dr. P. Mallen*

The design for the 125-room hotel had to be extra large, since it had to house hundreds of cruise tourists who came every Thursday to Aruba and needed a playground. As previously mentioned an agreement was reached with the Dutch government, but the plans of Yrausquin and Henriquez reached much farther. Venezuela was close by enough to interest it to participate in the hotel project and the underlying motive was not money as such, but if you had shareholders from Venezuela, automatically you had



Aruven's President G. de Veer

created interest for Aruba's tourism. So Juancho and Oscar went to Caracas, found 100 shareholders and under the direction of Venezuelan lawyer/dr. Philip Mallen the company Venaruba was founded.

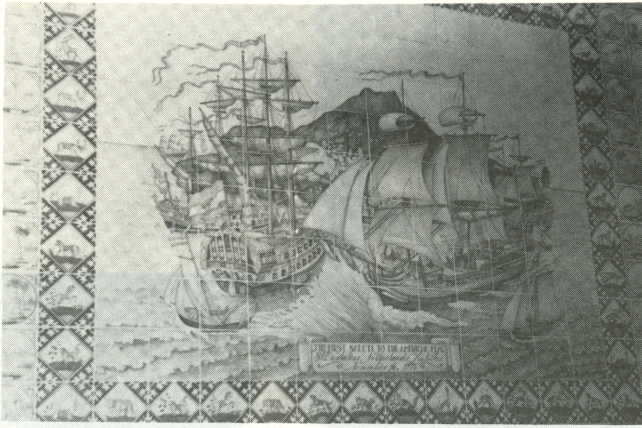
Earlier a similar company was founded in Aruba under the name of Aruven, which stands for Aruba Venezuela, being Venaruba the counterpart in Venezuela. Of this Aruven the Aruban government owned 82.82 percent and the rest were small shareholders.

Chamber of Commerce chairman Jeffy de Veer was elected the first president of Aruven and had the task of entering Aruba into the new world of tourism. The Aruban government guaranteed a sum of fls. 3.000.000.

In those days Juancho, being a minister, always wore jacket and tie, while Oscar's attire always was a butterfly and a guayabero, originally from Cuba, but extremely popular in Aruba and very easy to wear and what was most important that you could wear it and go to any party. A most important thing the architect managed to introduce was a lobby where no aircondition at all was necessary, it was constructed in such a manner that it was cool. The lobby feels like airconditioned. The Lapidus/Kornblath design was considered a most daring concept of a caribbean resort hotel and created with great vision.

The then Governor-general dr. Speekenbrink fulfilled the groundbreaking ceremony, Juancho Yrausquin raised the Dutch flag, and this all witnessed by an impressive crowd of thousands. Executive House president Morris de Woskin handed over a check of \$ 50.000 as a token of his company's participation in the project. Taylor West Indies Construction Corp. and local company Bohama were granted the building contracts and construction was ready to start.

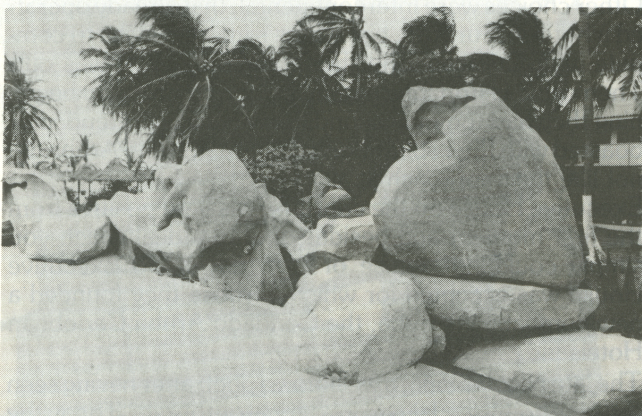
But first this. Executive House of Chicago had built two hotels in Havanna, Cuba, where they gathered experience in resort business and had some experience in



Another idea of architect Morris Lapidus was to combine Holland with the Caribbean through a "Delfts Blauw" mosaic representing the first salute to the American flag at St. Eustatius, then called "the Golden Rock". All maybe small things, but highly effective.



Architect Morris Lapidus was a very inventive man, which amongst others can be noticed at the way he designed the lobby of the Aruba Caribbean Hotel that does not need airconditioning at all. He was the one that brought in giant boulders from all over the island to the Aruba Caribbean Hotel to make it really exotic.



One can see various of these boulders on the picture.



Co-architect Leo Kornblath



Architect Morris Lapidus



His Excellency the Governor accompanied by Mrs. Speekenbrink, Deputy Henriquez, after having fulfilled the first spade ceremony Palm Beach on the 26th of April 1957.



Deputy Mr. Oscar Henriquez signing the contract with Taylor Construction Co. At the right Mr. M. M. Mason of the mentioned company.

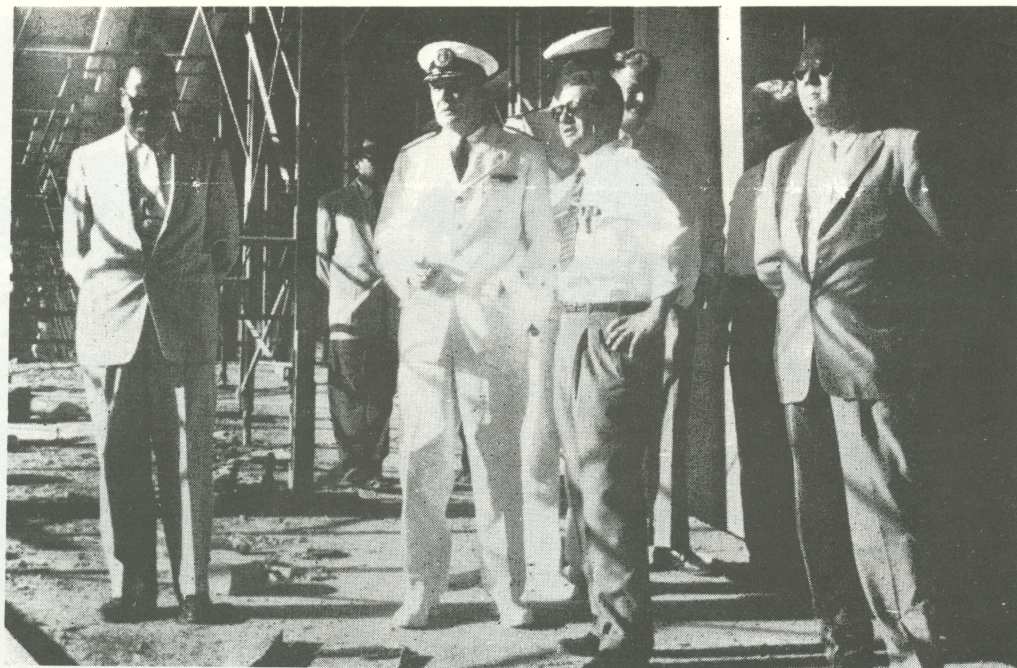
Puerto Rico, where they operated the Condado Beach Hotel, a fine resort, and the airport hotel.

We are now talking about possible operators and Executive House could be considered experts in the field of resort hotels.

Other choices were Intercontinental, that already operated a hotel in Curaçao, but Aruba's intention was to compete with Curaçao, and thus Intercontinental was out. Then came Hilton International, but from the very beginning they had too many conditions, always pretended or boasted with their solid international name and Aruba did not like their approach at all.

Executive House on the contrary was very positive from the first moment and besides offered a deal which you simply could not refuse or turn down. So Executive House was accepted for which purpose they founded a new company in Aruba, the Condado Aruba Caribbean Hotels Inc.

The late Nicolas Piña, a wellknown poet, after having seen the new hotel, exclaimed in a lyrical outburst: "Today the Aruba Caribbean hotel is a precious gem, brilliantly stand-

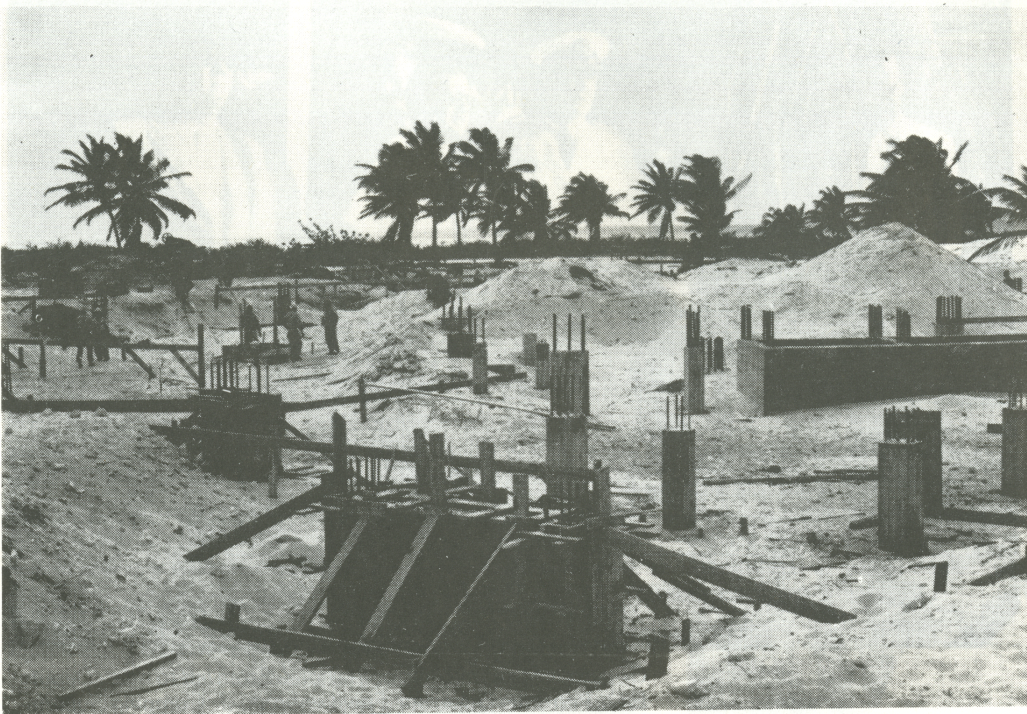


Governor Speekenbrink at the hotel. From left to right: Deputy E.O. Petrona, Governor Speekenbrink, J. Camping Superintendent Taylor Construction Co., Temporary Lt. Gov. E. Arends. Right behind the Governor, Tourist Bureau Director Mr. Michael Kuiperi.

Mr. Morris de Woskin handing over a \$ 50.000 cheque to ARUVEN'S President Mr. Jeffy de Veer on the 27th of February 1957 at Hotel Strand, representing the value of shares bought by CONDADO.



*The foundation-work
at the very beginning.*



ing at our glorious beach as an eloquent symbol of comfortable, cordial, cozy, colorful caribbean welcomeness". Condado Caribbean had Morris de Woskin as president, Phil Pekow vice-president, Carl Devoe secretary and Nathan Schwartz treasurer.

The foundation was laid on April 8, 1957 and finished the end of september. Actual construction started on December 19, 1957. Due to various circumstances there must be called for shift work, and construction was not finished until July 1959.

The hotel is situated on a plot of land of 736 by 798 feet. The highest level is 130 feet from the ground. The length of the hotel is 238 feet where the eight stories stand and the width 72 feet. The roof of the dining hall is one huge vault with a diameter of not less than 106 feet. Further details are, there were used 7500 square feet of floortiles, 187.500 tiles, 225.000 concrete blocks were used, some 70.000 bags of cement were needed to make about 10.000 cubic yard of concrete, which absorbs approximately 600 tons of iron.

The floortiles were made locally, the concrete blocks were made at the shops of Petrona & Croes. The building contains some 650 wooden doors and 30 glass doors.

The swimming pool is capable of holding 600.000 gallons of water, a total of 550 tons of airconditioning capacity service the guests.

Although fire-proofing was applied wherever possible, fire-fighting equipment was not overlooked. On each floor is installed a hydrant, which can cover the whole area. In addition to two the elevators with the possibility for the installation of a third, there are two stairways, one at either side of the building, both eight stories high or 162 steps.

Phil Pekow was in charge of selecting a good experienced general manager. Based on his excellent records Carl

Wolff was selected herefor. The casino also found an outstanding operator, continuously following the guidelines that only the best was good enough. Clifford Jones and Jake Kozloff, both well-known in international gambling circles. Their contract included among others maintenance and taking care of entertainment, the best available and did this work. The best entertainers performed in the "Klompen Klub" of the Aruba Caribbean Hotel, and having performed here could be used as a credit.

People like Xavier Cugat, Harry Belafonte, Jack Benny



Condado's P. Pekow



His excellency Mr. J. Yrausquin putting his signature on the deed, by which the N.V. Aruven was constituted on August 18th, 1956.

and Liberace are just a few of the names that made headlines in Aruba.

Long before the official opening the hiring of people began. Could you imagine how much there must be done to get a nice, effective and smoothly serving waiter? How much preparation it requires?

Well, the staff the hotel-management hired, did it! During three days previous to the official opening an excellent opportunity presented to test out the whole personnel and staff, if what they had learned had given effect. The 120-member Washington Symphony Orchestra came to Aruba on a special cultural program, sponsored by the U.S. Government to perform in Aruba. A two-day stay, completely paid for and in the luxurious Aruba Caribbean Hotel.

It was the best thinkable opportunity to test out every-

Tout Aruba was present at the grand opening of July 18, 1959, where Executive House president Morris de Woskin spoke those memorable words that "Aruba will never be the same".



thing they had, from the simplest waiter to the captain and the same goes for the casino. Everybody had the opportunity to perform in reality, how to do things with real guests, with the logical result that afterwards nobody could claim inexperience no more.

Al Ruebens of Condado in Puerto Rico was in charge of selecting the staff and again the same guideline. For training the waiters Henry Groen, a Dutchman, kitchen-chef Dalmatian Sepp Rengli, chief-chef Swiss Paul Gredig, second-chefs Zyperian Glassey and Joseph Haberthur, French chef Eric Gerber, butcher Hans Schindler from Germany, patisserie chef Herman Luthiger, baker Frank Dadoni from Germany, saucemaker Franz Beck, also from Germany, executive housekeeper Mrs. Martin from the U.S.A. and chief-bartender Al Scarafone, who invented the light cocktail Palm Beach Breeze and the little heavier Cactus Needle. As you can see quite a staff, the best available.

After the general rehearsal with the Washington Symphony Orchestra, Aruba was ready for the official opening on July 18, 1959.

Tout Aruba was present. Endless speeches marking this historical moment, cutting of the ribbon by promoter and minister of finance Juan Enrique Yrausquin, a great show by worldfamous Hildegard accompanied by the orchestra of Mexican born Eduardo Chavez, a magnificent local folkloric show under the direction of Poppy Paula, Agapito Hoek, Cecile Hengeveldt, Dolfi Quilotte and at the piano Padu Lampe and meantime at the Wilhelminastadium a performance by the folkloric group "Danzas Coquivacoa", a gift from the Venezuelan Government. It was a real national happening, unknown in Aruba, everybody felt most happy. There was no time for other feelings but joy.

Everybody had done their utmost, both staff and personnel, and it had been quite a success, there didn't exist the least doubt whatsoever.

It was also a fact that John Donahue had trained the casino-employees till turning them into excellent croupiers, who in later years successfully managed casinos in Curaçao, Antigua, St. Maarten, Surinam and even Lebanon.

It was difficult and expensive to reach Aruba. It was the most faraway island in the Caribbean. Only KLM maintained an air connection with a DC-6B three times a week from New York and this was far from enough to meet Aruba's ambitions in the tourism field, specially after the opening of the glamorous Aruba Caribbean Hotel.

An investigation showed that Pan American also had a permit to fly Aruba, but wasn't using it. This investigation



During another visit Lago's PR Ed Byington hosted Jack Benny, who was accompanied by Tourism director Michael Kuiperi.

further made clear that both Delta Airlines and Puerto Rico based Caribair had solicited such permits, but they had never been granted.

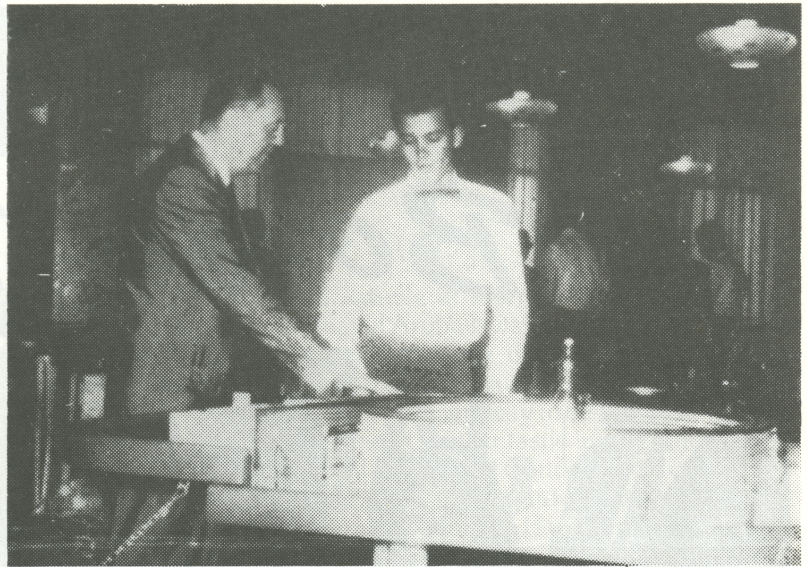
Yet another possibility was then popular Trans Caribbean Airways, which flew San Juan - New York, highly benefitting the two. Owner of TCA was multimillionaire Roy Chalk, who also owned a very successful Transportation Company.

A petition was filed to CAB and the first two ones to second this petition were the Aruban Government and the newly opened Aruba Caribbean Hotel.

That was on July 20, 1959 and to fly Aruba - Puerto Rico and from there to New York. A temporary permit was required. Considering the importance for Aruba's tourism one delegation after the other traveled to the CAB in Washington to second that petition.

It is no secret that much can be obtained through lobbying, also this weapon was tried. A serious battle had to be fought with Panam that claimed old rights on this route to Aruba. However, it was clear that the only intention was to thwart TCA's efforts. TCA had offered a fare of \$ 25 in both directions and \$ 90 a roundtrip to New York, fabulous!

The combined efforts of Aruba's government, TCA and Caribbean Hotel proved most successful. Permit was



In the Casino: Casino Manager Mr. J. Donahue giving instructions.

The Maitre Mr. Henry Groen with his men.



granted for two weekly flights with a DC-6B at those ridiculously low tariffs. On February 19, 1960 the temporary permit was changed into a definite one and in July 1960 a third flight was requested. That successful the route had proven.

In this respect should be mentioned that there was a special deal attached, namely that Aruba's government guaranteed 60 percent occupancy on a monthly basis. If it happened that this 60 percent was not met, then the following month free tickets were offered to send travel people to Aruba, which of course meant tremendous publicity for Aruba. It must also be said, that never this clause had to be used, simply because occupancy always was more than 60 percent.

It even happened that when dr. Biesheuvel was secretary of Rijkswaterstaat in Holland (nowadays communications), he asked Oscar Henriquez to talk to TCA, because they were causing serious damage to KLM using these extremely low fares. The petition was for TCA to raise their fares. It must not be forgotten, said he, that the Dutch government had helped Aruba finance its water-plant and the Aruba Caribbean Hotel. Oscar's reply was that he was willing to talk to TCA, but that it must not be forgotten that it was thanks to TCA that the Caribbean Hotel was enjoying a good occupancy and that if as a consequence of this petition the hotel started to lose money, he could not guarantee the loans to be paid back. A year and a half later Biesheuvel was again on



Entertainer Jack Benny visited the Aruba Caribbean Hotel several times and also performed here. On the first occasion he was welcomed with flowers by Maritza Kuiperi, her father Michael and general manager Henry Steeber.

Aruba, and he told Oscar it had been a good thing TCA had not raised its fares, after personally seeing how well the hotel was doing!

Persons that deserve special mention are Maitre 'D Henry Groen. He was the one who took boys and girls from the street, so to say, and molded them during months to convert them into excellent waiters. It must not be forgotten that these boys and girls even had to learn how to set a table in an acceptable way. Henry Groen left the island in November 1959 and without exaggeration it can be stated that his was a job very well done and that Aruba owes him very much.

Another person is John Donahue, who converted young Arubans into croupiers of world class and continuously hammering that honesty was the best characteristic for a croupier to have. And it worked, because all his disciples, beside being excellent croupiers, are honest men. Also here his departure was felt as a loss, but there were more casinos to be trained.

A third person is Aruba born Nancy Mac Eachern who after her studies and getting experience at a travel agency, was contracted by Jeffy de Veer, who asked Nancy to work for his firm. That year Jeffy de Veer became president of Aruven and Nancy was hired as corporate secretary, which position involved her actively in all phases of the project. Before the inauguration of the hotel, the management company Condado asked Nancy to work for the hotel and Nancy accepted. Five years employment in the early stages of the hotel covered several positions and many responsibilities. This included the arduous task of organizing and promoting a new resort hotel, the first to open its doors in Aruba. Besides her hotel work, Nancy fit in writing a weekly tourist guide. During the sixties she started going to Venezuela and Puerto Rico to promote the hotel and Aruba, which proved very successful as many Venezuelans bought the package Special Bonus Trips set-up with travel agents. Before you knew it, Nancy had to stay at the hotel to set up and manage the reservations department as the rooms were heavily booked with tourists. Even the Aruba Watersports located on the beach came under her supervision. As is said in Spanish, Nancy undoubtedly deserves a "Honor al Mérito!

Says George Camara, who in the early sixties was Maitre 'D and executive assistant manager: "In those days it was an honor to belong to the staff of the hotel. Everybody helped each other and the atmosphere was most pleasant and promotion chances were really good. He remembers locals, who within short time had management position, specially in the F & B departments. In 1962 he participat-

ed in a 4-week course at Cornell University. He also remembered that in Aruba it was considered a shame to be a waiter. Lago-employee on the contrary was an honor. This may serve to give just an idea how things went then and that there was mentality to be changed. And the discipline, discipline, it was fantastic indeed. Much gratitude he owes to Al Ruebens of Condado. He was responsible that the best service given around, was in Aruba. It was also at the Aruba Caribbean Hotel where George met his Japanese wife".

In those days free buffet was served every night by the casino, which turned out to be first rate social gathering, where everybody met.

Many celebrities have paraded through the doors of the Aruba Caribbean Hotel. To mention just a few Elizabeth Taylor, Eddy Fisher, Jack Benny, Arthur Godfrey, Xavier Cugat, Abbe Lane, Harry Belafonte, Jan Peerce, Libera, Natalie Wood, Bob Hope, Roger Moore, Tony Martin, the royal Princesses Irene, Margriet, Juliana and Bernard, the actual Queen Beatrix and spouse Claus.

The Aruba Caribbean was also a pioneer in labor representation. On April 1st 1965 the first collective working agreement was signed between labour union representatives and management and up to this day there have been no major labour problems. Interesting is also to mention some of the rates. A rental car cost \$ 8 per day and \$ 40 per week.



Condado's C. Devoe

With the Aruba Caribbean Hotel there, Aruba had an excellent place to host conventions, like the ASTA-convention in the early sixties, where apart from ASTA officials, also tourism deputy Oscar Henriques and tourism director Michael Kuiperi can be seen.



A very popular person was Leslie Leonore, nicknamed "Lucky Leslie", who nightly played piano in the Bali Bar and was famed for his extra-ordinary memory.

Worth mentioning is the celebration of the 10th anniversary, where secretary Carl Devoe made some remarkable remarks, such as that this hotel was the best of the whole company, whereby the success of both hotel and casino was best illustrated by the occupancy figures. The average occupancy during those 10 years had been 79 percent, very high indeed! Words of praise he had for the casino people, who themselves managed casinos in Curaçao, St. Maarten and Surinam and problemless. People may wonder how it came that the Aruba Caribbean Hotel had so many general managers. They were many indeed. But one must take into consideration that this was the first real resort hotel on the island and also the first to combine with a casino operation, which brought along quite some misunderstanding. Managing a casino is completely different than managing a hotel, and surely a resort hotel. Both require much ability and patience. And one who lacked either, was in problems. Nevertheless, both casino and hotel did a fine job.

Worth mentioning of the general managers were Carl Wolff, who prepared the opening and did a magnificent job as such.

And also Eduardo Ellis, who after mastering in hotel management in Holland, the first Aruban to do so, started with the Aruba Caribbean as night auditor and was promoted after three months to assistant F & B Manager. Again he left and went to the USA and Holland. But again it became the Aruba Caribbean Hotel, for the third time. He came as general manager to see what could be done to save the hotel. It was this hotel, which was responsible for his studying hotelierie, since otherwise it would have been schoolteacher, as was customary in those days. But there was nothing more that could be done. Even a try to form a local group to buy the hotel, did not reach far for lack of funds. Also security reasons made that the hotel must close, exactly 25 years and one week, after the glorious opening on July 18, 1959.

Meanwhile much had happened in and around the Aruba Caribbean. Delta had come and left, when jet traffic started in Aruba on 1st of April 1964. Panam had come and left and American Airlines had bought good old TCA, which rendered a major contribution to tourism development in Aruba. Together with the Aruba Caribbean Trans Caribbean once sponsored a giant campaign in the USA, which outsmarted everything known up to that moment in this field. The Kellogg famous cereal cam-

paign, where every pack of cornflakes you opened, you saw the name of Aruba and it is no secret that it was this campaign that contributed largely to promote the name of Aruba in the USA.

The introduction of jet-travel brought along the need of a jet runway, and the moving of the whole airport to the other side and notwithstanding and continuous adaptation the end still needs a long time to come. Technology has made the airline industry advance with giant steps.

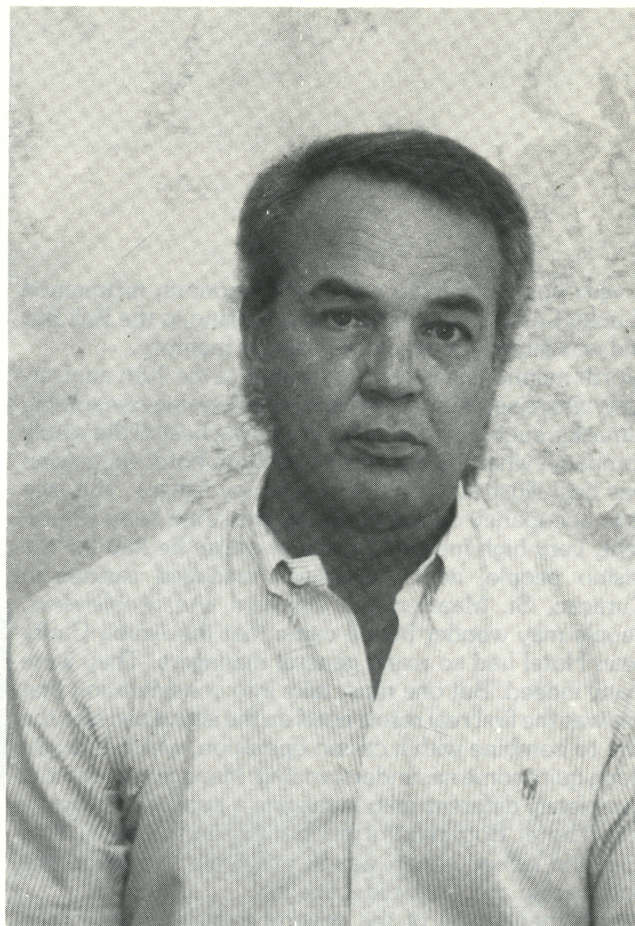
As it was earlier said the main task of Aruven was the promotion of tourism, and in this sense did Aruven fully complied, namely as government igniting the construction of hotels and expand existing ones. In 1966 the Aruba Caribbean Hotel was expanded with 80 rooms. In March 1968 followed the opening of the Aruba Sheraton and in May 1975 the opening of the Americana Aruba. Three luxurious government hotels, where the government does not have such a task and thus it was about time to start getting rid of them.

Both Americana and Palm Beach (ex-Sheraton) were sold.

As far as the Aruba Caribbean Hotel was concerned, everybody on the island highly regretted such an end for a hotel that made so much history. But it was also the beginning of a new start. International Hotelchain Golden Tulip stepped in, Dutchco was formed, in which the government had 60 percent, Golden Tulip 10 percent, Bredero International 10 percent and Churchill Leisure Industry 20 percent, of which the last mentioned operates the Casino.



The first general manager of the Aruba Caribbean Hotel was Carl Wolff, who prepared the opening, and the actual general manager is most competent Dick Nijhoff, who today aptly manages the almost 400 room Golden Tulip Aruba Caribbean Hotel.



So the only government active participation is the 60 percent shares in the ACH. Competent Dick Nijhoff of Golden Tulip was brought in to supervise the construction and to prepare all moving movements. That was in 1985.

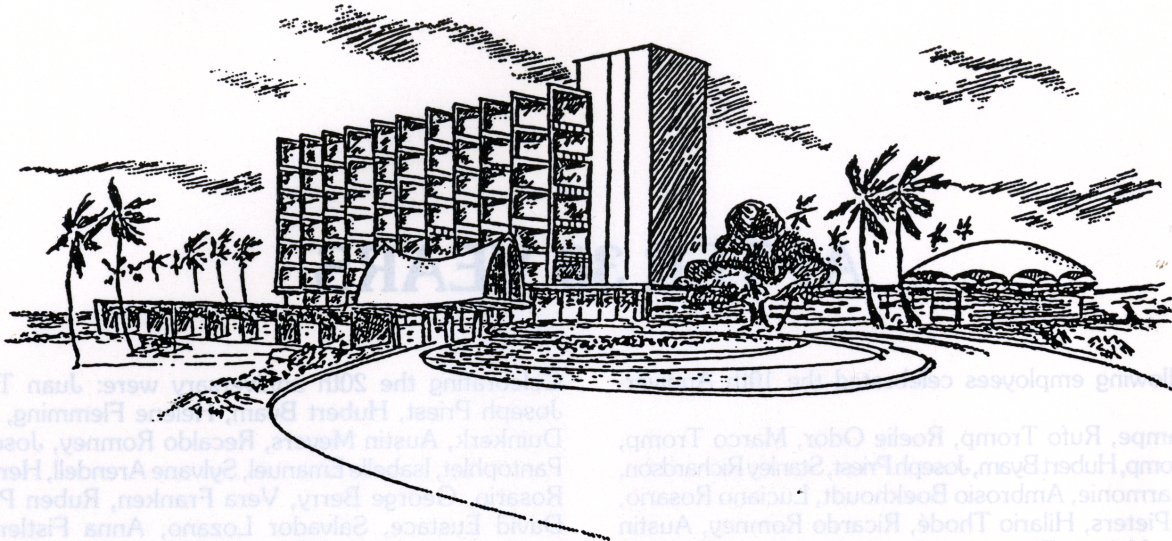
In november 1986 the first part of the reopening took place with a grand reception, which indicates that Aruba Caribbean still possessed enough vigor to make a comeback. Subsequently followed the other wings, Caribbean wing 176, Garden wing 80 and Barbizon wing 120 rooms, plus 30 cabanas, all aptly managed by Dick Nijhoff.

The Fandango nightclub seats 120 and then you have the French Room, Rib, the banquetroom, cafe Barbizon, Gazebo circle, Gazebo restaurant, poolbar and the lobby and bar lounge, where continental breakfast is served.

This was in a nutshell the story of 30-year old Golden Tulip Aruba Caribbean Hotel & Casino. The project has complied with its primary goal, start a tourism industry on Aruba.

And like Morris de Woskin said at the beginning: Aruba will never be the same, and looking around, we must admit that he was right, very right!

Today the "Grand Old Lady", like people had started to call her, stands where she really belongs, at the "Golden Tulip Aruba Caribbean Hotel & Casino" and better than ever.....



Sketch of the "Aruba Caribbean Hotel" as per architect Morris Lápidus.

FACTS ABOUT THE ARUBA CARIBBEAN HOTEL

A lot has been said and written about the Aruba Caribbean Hotel and we thought it a good idea to repeat some after 30 years, for instance did you know that the cold storage of the Aruba Caribbean Hotel is larger than most U.S. Hotels with over 1000 rooms?

and that the local serving personnel were hired on a two-month trial basis?

that the 85-student class trained by Maitre d'Hotel Henry Groen sixty passed their examination which is a very fine result?

and that every room was so large, because the hotel at all times must be able to welcome the passengers of any tourist ship?

that the enormous ventilators in the kitchen directly over the pots and pans will immediately suck away every odor of food?

and that the hotel employs a special roach chaser who will pursue every roach, fly or spider until the animal is killed?

that all the goods destined for the hotel will first be subject to a treatment outside in order to ensure that possible pests are destroyed?

that the watersport facilities of the hotel will consist of a motor yacht for deepsea-fishing, two raceboats for waterskiing, 12 sailfishes and a 120-ft pier?

that mr. Nico Croes, after following a special training in the Fontainebleau Hotel at Miami Beach, has been appointed head of the laundry?

that it will be appreciated that guests refrain from appearing in bathing attire in the upper lobby, Bali Bar, Casino, Papiamento Room and Klompen Klub?

that in the season (from december 20 to April 15) you will pay 13 to 16 dollars per day for a single room, 16 dollars 50 to 19 dollars 50 for a double room and 24 to 29 dollars for the suites in the front area of the hotel, which prices will be cut by 2 dollars outside the season?

AFTER 30 YEARS

The following employees celebrated the 10th Anniversary:

Elsa Lampe, Rufo Tromp, Roelie Odor, Marco Tromp, Juan Tromp, Hubert Byam, Joseph Priest, Stanley Richardson, Anna Larmonie, Ambrosio Boekhoudt, Luciano Rosario, Ruben Pieters, Hilario Thodé, Ricardo Romney, Austin Meyers, Helene Flemming, Lucila Duinker, Edmund John, Simon Tromp, Josephine Pantophlet, Joseph Raeven, Vera Franken, Luis Franken, Salvador Lozano, Amy Nichols, Patricio Maduro, Anna Fistler, Alice Maybelly, Daisy Arendell, David Eustace, Alfonso Webster, Rosalias Rombly, Clemence Howard, Isabelle Emanuel, George Berry, Heronimo Rosario, Sylvane Bardo and Everena Hassell, so 38 employees.

Celebrating the 20th anniversary were: Juan Tromp, Joseph Priest, Hubert Byam, Helene Flemming, Lucila Duinker, Austin Meyers, Recaldo Romney, Josephine Pantophlet, Isabelle Emanuel, Sylvane Arendell, Heronimo Rosario, George Berry, Vera Franken, Ruben Pieters, David Eustace, Salvador Lozano, Anna Fistler, Elsa Lampe, Roelie Odor, Hilario Thodé and Amy Nichols, so 22 employees. It should be noted however that only the ones celebrating their anniversary exactly on these dates are mentioned and the ones employed during for instance 19 years and three months are not.

And there is only one, who stayed with the Aruba Caribbean Hotel all these 30 years and she is Lucila Duinker, who deserves a wholehearted "Pabien"!

IT IS "DE WIT" ALL OVER

The first ones to operate a store in the Aruba Caribbean Hotel were mr. Clinton Whitfield (men's shop), Aura Croes (beauty parlour), Dongen (barber shop) and the brothers De Wit, who operated both the Giftshop and the Cabana Shop. Today, 30 years later, "De Wit" remains and only the name has changed somewhat, namely "De Wit, gifts & Sundries" and "Beach & Pro-shop". In those days Dirk de Wit made a special trip to Holland to

look for an interior decorator who had a space of 100 square meters available, that is, for both shops. He found H. Geels in Arnhem, who could work out Dirk de Wit's ideas, which means design and prints in ten days. Mr. Geels had made the store a most beautiful one, which at once received the approval of general manager Carl Wolff, who expressed great admiration for mr. Geels's work.

vad